

CLAIMS

1. (Currently amended) A method of using a vehicular broadcast-based program selection and ordering system comprising:
 - perceiving a broadcast program presentation;
 - 5 selecting a broadcast program during said broadcast program presentation;
 - sending broadcast program selection information to an order fulfillment facility;
 - and
 - processing said broadcast program selection in said order fulfillment facility;
 - perceiving a broadcast program selection confirmation; and
- 10 2. (Previously amended) A method of using a vehicular broadcast -based program selection and ordering system as recited in claim 1:
 - wherein selecting said broadcast program further comprises acoustic signaling selecting of said broadcast program.
- 15 3. (Previously amended) A method of using a vehicular broadcast -based program selection and ordering system as recited in claim 1:
 - wherein selecting said broadcast program further comprises performing at least one gesture to signal selecting of said broadcast program.
4. (Previously amended) A method of using a vehicular broadcast -based
20 program selection and ordering system as recited in claim 1:
 - wherein perceiving said broadcast program selection confirmation further comprises hearing a broadcast program selection description.
5. (Previously amended) A method of using a vehicular broadcast -based
25 program selection and ordering system as recited in claim 1:
 - wherein perceiving said broadcast program selection confirmation further comprises reading a broadcast program selection description.
6. (Previously amended) A method of using a vehicular broadcast -based
30 program selection and ordering system as recited in claim 1 further comprising:
 - identifying a vehicle owner.

7. (Previously amended) A method of using a vehicular broadcast -based program selection and ordering system as recited in claim 1, further comprising the step of:
- 5 responding to said broadcast program selection confirmation by at least one of:
- ordering said broadcast program selection; and
- canceling said broadcast program selection.
8. (Previously amended) A method of using a vehicular broadcast -based program selection and ordering system as recited in claim 7, wherein identifying said vehicle owner further comprises speaking an owner identifying signature sequence.
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9. (Previously amended) A method of using a vehicular broadcast -based program selection and ordering system as recited in claim 8 further comprising:
- 15 initializing said owner identifying signature sequence.
10. (Previously amended) A method of using a vehicular broadcast -based program selection and ordering system as recited in claim 7, wherein identifying said vehicle owner further comprises an owner identifying gesture.
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11. (Previously amended) A method of using a vehicular broadcast -based program selection and ordering system as recited in claim 10, further comprising: initializing said owner identifying gesture.
12. (Previously amended) A method of using a vehicular broadcast -based program selection and ordering system as recited in claim 7, wherein identifying said owner further comprises:
- 25 using a biometric identification measuring device.
13. (Previously amended) A method of using a vehicular broadcast -based program selection and ordering system as recited in claim 12, further comprising:
- 30 Initially accessing said biometric identification measuring device.

14. (Previously amended) A method of using a vehicular broadcast -based program selection and ordering system as recited in claim 12, wherein ordering said broadcast program selection further comprises:

accessing said biometric identification measuring device.

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15. (Cancelled)

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25. (Previously amended) A method of controlling a vehicular broadcast -based program selection and ordering system as recited in claim 1, further comprising:

at least one of initializing use for a specific user to create a signature for said specific user; and

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initializing a usage session for a first user utilizing said signature for said specific user.

26. (Previously amended) A method of controlling a vehicular broadcast-based program selection and ordering system as recited in claim 25, wherein initializing a usage session for said first user further comprises:

- sampling said first user response to create a first user signature;
- 5 comparing said first user signature with said signature of said specific user to create a signature comparison; and
- blocking access by said first user whenever said comparison is non-matching.

27. (Previously amended) A method of controlling a vehicular broadcast-based program selection and ordering system as recited in claim 26, wherein blocking
10 access by said first user whenever said comparison is non-matching further comprises:

- sending a stolen device report based upon said first user signature.

28. (Previously amended) A method of controlling a vehicular broadcast -based program selection and ordering system, as recited in claim 1, implemented as a
15 computer program residing in computer readable memory.

29. (Previously amended) A method of controlling a vehicular broadcast -based program selection and ordering system as recited in claim 28, wherein said computer readable memory resides in a removable storage device which when engaged by a removable storage interface may be accessed by a computer.

20 30. (Previously amended) A broadcast receiver for receiving a broadcast program data channel, and conducting transactions, comprising:

- an embedded controller further comprising a computer readable memory containing a writeable non-volatile memory component;
- a receiver of said broadcast program data channel coupled to said embedded
25 controller generating a broadcast program data channel stream readably accessible by said embedded controller;
- a transceiver coupled to said embedded controller receiving from said embedded controller transaction output messages; and
- a user interface circuit coupled to said embedded controller generating user
30 selection data to initiate an order transaction readably accessible by said embedded

controller in real time and concurrent with user selection of a received broadcast program to which said order transaction is linked;

wherein said transceiver generates a transaction input stream readably accessible by said embedded controller; and

5 wherein said user interface circuit receives from said embedded controller user output data for forwarding to an order fulfillment facility.

31. (Previously amended) A receiver as recited in claim 30, further comprising:

an external IF signal input port; and

10 wherein said broadcast program data channel receiver includes a broadcast program data channel isolator containing an input port coupled to said external IF input signal and further containing a digital output port coupled to said embedded controller providing said broadcast program data channel stream.

32. (Previously amended) A receiver as recited in claim 31, wherein external IF signal input port supports an analog signal protocol; and

15 wherein said radio program data channel isolator further comprises;

an analog isolation circuit comprising a first analog input port coupled to said external IF input port; a first digital output port coupled to said radio program data channel isolator digital output; and

20 an A/D converter comprising a second analog input port coupled to said first analog input port; and a second digital output port coupled to said first digital output port.

33. (Previously amended) A receiver as recited in claim 32, wherein said analog isolation circuit further comprises:

25 a bandpass filter comprising an input port coupled to said external IF input signal, and further comprising a output port coupled to said A/D converter input port.

34. (Previously amended) receiver as recited in claim 30, wherein said user interface circuit further comprises:

a user interface audio output interface providing audio output of said user output data.

35. (Previously amended) A receiver as recited in claim 30, wherein said user interface circuit further comprises:

a user interface audio input sensor providing an user audio input data stream to said embedded controller.

5 36. (Previously amended) receiver as recited in claim 30, wherein said user interface circuit further comprises:

a visual output device providing visual output of said user output data.

37. (Previously amended) A receiver as recited in claim 30, wherein said user interface circuit further comprises:

10 a user interface tactile input sensor providing an user tactile input data stream.

38. (Previously amended) A receiver as recited in claim 37, wherein said user interface tactile input sensor further comprises:

a button sensor.

15 39. (Previously amended) A receiver as recited in claim 37, wherein said user interface tactile input sensor further comprises:

a biometric identification measuring device.

40. (Previously amended) A receiver as recited in claim 30, wherein said radio transceiver comprises:

20 a cellular telephone.

41. (Previously amended) A receiver as recited in claim 30, wherein said radio transceiver comprises:

a bi-directional pager.

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